

# McCafe® Menu Board

- **What is the McCafe menu board and how is it used?**

The McCafe Menu Board is designed to support the merchandising of McCafe products. This board has features such as LED lighting, lower cost of ownership, and it is made to fit the McCafe cell valance wall.

- **Where should this board go?**

The ideal place for this board would be the McCafe cell valance wall.

- **Why should you buy this board?**

The main reason to purchase this board is to increase your sales of McCafe products and lower your maintenance on equipment.

- **How will this board help you?**

This board will help you to brand new products for McCafe and increase your stores sales.

- **How much is this board going to cost?**

The price of the board is \$780.

- **What are the electrical requirements for the board?**

120 volts 5amps. This menu board comes equipped "plug-in ready."

- **What are the dimensions of the board?**

46.5" Wide x 23.25" High, and just under 1" deep

- **When will the board be available?**

The board is scheduled to begin shipping the last week of December 2008.

- **What is the lighting like for the board?**

The menu board is lit by an LED panel which is slim in depth, illuminates light evenly, is energy-efficient, and environmentally-friendly. It uses 80% less energy than two 2-foot MB2K sections would use (58watts)

- **How is the McCafe Menuboard constructed?**

The board has four poster-grip sides, which are affixed directly to the LED Panel. Each side will be hinged, which will allow flexibility when changing out your two 21.75" POP. The illumination source is energy efficient, low maintenance, slim in style, and environmentally-friendly.

- **What is the ROI (return-on-investment) on the cost of LED lighting, versus similar florescent lighting?**

The ROI is 3 months on the difference in cost between LED lighting and comparable florescent lighting. That equates to an annual average savings in both energy and maintenance of \$355. This is based off 18 hours of daily use, at \$0.10 kwhr energy cost.

- **What is the warranty on the LED panel?**

The LED panel is warranted for 3 years.

- **What is the availability of replacement panel?**

Please contact our Technical Service Department at 1-800-499-0400 x 1245.

- **How is it installed?**

There are four mounting holes, and spacers, that are used to secure the board to a wall. The unit can remain completely assembled while installing, but you must be careful working around the LED light panel.

- **What if the board can't be wall-mounted?**

We offer a ceiling mount vertical extension.